



Meeting Summary
NC 911 Board
Education Committee
August 12, 2015
911 Board Office
3514-A Bush St
Raleigh, NC
10:30 AM to 12:00 PM

<u>Members Present</u>	<u>Staff Present</u>	<u>Guest</u>
Tammy Aldridge on phone	Tina Bone	Jeryl Anderson
Dinah Jeffries	Dave Corn	
Brian Short	David Dodd	
Jimmy Stewart / Chair	Richard Taylor	
Rick Thomas		
<u>Members Absent</u>	<u>Staff Absent</u>	
Judy Jenkins	Richard Bradford	
Heather Joyner	Marsha Tapler	
Lora Nock		
Jeff Shipp		
Crystal McDuffie		

Tab Topic

Presenter

1. Welcome New Committee Chair

Richard Taylor

The meeting was called to order by Mr. Dodd at 10:34. Mr. Dodd took the roll. Mr. Taylor introduced Jimmy Stewart as the new Chair of the Committee. Mr. Stewart spoke about his desire to lead the Committee and his hope to accomplish great things.

2. New Chair's Opening Remarks

Jimmy Stewart

Mr. Dodd and Mr. Taylor discussed the open Board position to be filled by Margie Fry's Time Warner replacement.

3. Radio Advertising Update

David Dodd

Mr. Dodd asked if the three (3) Messages remain the same? They are “Know your location, Stay on the line and don’t hang-up, and Call if you can, text if you can’t.” 911 misdials were discussed. The Committee concurred that these educational messages have not changed.

Mr. Dodd reviewed Curtis Media proposal & the current status. The original investment for this scheduled proposal was \$23,600 for 4 weeks. They were asked to change and reduce their proposal costs. They first proposed a 12 week program for 3,888 30 second features across the state of NC. Their second proposal was also for 12 weeks but splitting the state in half for 2,400 30 second featured spots half in the east and half in the western part of the state. Radio Proposal 3# was a 12 week proposal across the entire state of NC. They will advertise in two week increments Monday – Friday between 6:00 AM and 8:00 AM, prime drive time. The committee discussed the options. Mr. Taylor suggested that the committee needs to discuss the content of the messages. Staff recommends the 3rd option and the committee agreed. Dinah asked if there is a way to share information statewide to praise telecommunications to a larger audience. Mr. Taylor replied there could be both regional and statewide recognitions. Brian asked if the Company would be willing to provide the advertisements to be played in the PSAPs? Mr. Taylor replied that could probably be done. The Committee discussed the copy.

Dinah Jefferies suggested we use existing copy. Mr. Taylor suggested we try to avoid the back and forth of agreeing on copy. Tina Bone suggested a search of Know your location in YouTube will provide examples of excellent copy. The Committee listened to a YouTube 60 second spot that the Committee liked and should become the basis for a radio advertisement.

4. Discussion on 1 day Classes for PSAP Managers

David Dodd

Mr. Dodd informed the committee that PSAP Managers have asked for two classes and they are Technical PSAP Operations and Understanding the Financials. Dinah suggested that supervisory programs are the types of information we should be doing. Dinah suggested they reach out to the Justice Academy. She suggested we promote these kinds of instructional classes.

Mr. Dodd introduced some technical classes that Tina Bone and he had discussed. He suggested he would send these potential classes to the Committee for further review and input. There was general discussion about the content and target audience of the class. The Committee agreed this would be a good thing to do.

5. Other items

Jimmy Stewart

None discussed.

6. Schedule next meeting

Jimmy Stewart

Thursday morning 10:00 AM to 12:00 AM October 1, 2015

7. Meeting Adjourned at 12:01

Jimmy Stewart